

WVIK CAB - CEO Report...October 19, 2017

A little INSIDER news this time...

Recently, NPR stations have seen significant growth in news program audiences. This was especially the case up to and during the 2016 election season. Nielsen ratings indicate it has continued for NPR stations while waning for commercial news stations.

The most recent data that show that among 25-54 year olds, the NPR station(s) lead the news ratings in 26 of the top 50 markets in the morning and 27 of 50 in the afternoon. And there are nine more markets where NPR stations are on the verge of passing the leading legacy news station.

This is true in the Quad Cities where NPR stations (WVIK and IPR combined) have three-times the 25-54 audience during Morning Edition and two-and-a-half times the audience during All Things Considered.

The cumulative investment in fact-based journalism has changed the value, importance and service that public radio provides across America.